GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

A.P. Content Corporation (APCC) – Develop and maintain an Online-Centralized Content Repository- Nomination of the A.P. Content Corporation (APCC) as State Nodal Agency for all the Government Departments/ PSUs/ Societies and Institutions – Orders – Issued

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ENERGY, INFRASTRUCTURE AND INVESTMENT (AIRPORTS) DEPARTMENT

G.O.MS.No. 20 Dated: 15-03-2019

Read the following:-

1. G.O.Ms.No.4, E, I&I (Airports) Dept., Dated 14.02.2018.
2. From the Chairman&MD, AP Content Corporation Lr.No.ENE68-STMT0MISC/1/2019 dated 29.01.2019.

O R D E R:

In the G.O 1st read above, Government have issued orders for formation of A.P. Content Corporation (APCC) in order to consolidate the scattered content at various departments in different medium through an online-centralized repository which acts as a unified platform for Government Departments and General Public.

2. In the letter 2nd read above, the Chairman & Managing Director, A.P. Content Corporation (APCC) has informed that, APCC has developed an online application called "People First" (www.peoplefirst.ap.gov.in) as the public interface for disseminating the content uploaded by various Government Departments.

3. A backend Content Management System (CMS) was also developed with usernames for all the Government departments to upload the relevant content at www.apcc.ap.gov.in/Login and requested to issue necessary instructions to all the Secretariat Departments/ HoDs/ PSUs/ Societies, Institutions and other state owned entities to appoint a Senior Officer/Subject Matter Expert as Nodal Officer.

4. Government after careful examination of the matter, hereby nominate A.P. Content Corporation (APCC) as the State Nodal Agency to all the requests for assistance with regard to the Content Management System (CMS).

5. A.P. Content Corporation (APCC) on requirement shall conduct sessions for capacity building/ knowledge transfer and for the initial phases shall hand-hold the Nodal Officers/ Data Entry Operators to develop and maintain the Knowledge and Information Repository.

6. A.P. Content Corporation (APCC) shall also act as the State Nodal Agency for digitization of the documents and files across all the Government Departments and store in the Centralised Content Repository, which can be made available at any-time, anywhere to all key stake holders which can be limited by right based access.

7. A.P. Content Corporation (APCC) shall also create/ produce content based requirements which includes but not limited to Television Commercials, Radio Jingles, Voiceovers, Promotional Videos, Coverage of Events, Documentaries etc., through their empanelled agencies.

8. All the Secretariat Departments/ HoDs/ PSUs/ Societies, Institutions and other state owned entities shall appoint a senior officer/Subject Matter Expert as Nodal Officer,

who shall be responsible for ensuring proper flow of content into the Content Management System (CMS) of respective Department and to communicate with A.P. Content Corporation (APCC). The Roles & Responsibilities of the Nodal officer are as follows:

a. Coordinate internally within the department for identifying the content like Policy Documents, Acts, Rules and Regulations, Important Government Orders (GOs), Guidelines on the Schemes/ Programs, External aided projects, Detailed Project Reports (DPRs), Research projects, Success stories, Case studies, Press Articles/ Coverage's, Research Papers, Innovations, Best Practices/ Good Governance initiatives, photographs, images, Audio-Video contents for public and Government utilisation.
b. Ensure for uploading the content and update on regular basis.
c. Responsible for validation and authorization of the content uploaded by the data entry operators.
d. The Nodal Officer shall monitor regularly and ensure all the existing content is ingested into the Content Management System (CMS) by 30.06.2019.

9. The Principal Secretaries / Secretaries/ HoDs of the respective departments shall monitor progress on a weekly basis. A monthly progress report shall be submitted to the Office of the Chief Secretary for his review.

10. The information uploaded by the departments shall be integrated with CORE (CM Office Real-time Executive) Dash Board to check on departmental activities and progress in order to achieve service-level targets.

11. All the Departments of the Secretariat/ HoDs/ PSUs/ Societies, Institutions and other state owned entities and the Chairman & Managing Director, A.P. Content Corporation shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY JAIN
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Chairman & Managing Director, A.P. Content Corporation, Vijayawada.
All the Departments of A.P. Secretariat.
All the HoDs/ PSUs and other institutions. (Through the Departments of Secretariat under their control)
All the District Collectors in the state.
Copy to:-
The PS to Principal Secretary to Chief Minister.
The PS to Chief Secretary to Government.
The PS to Principal Secretary to Govt., E, I&I Department.
(C.No.ENE01-APFN/8/2019-Airports)

//Forwarded :: By Order//

SECTION OFFICER